

Seznam literatury podle šablony ISO 690 s MP

Mgr. Marek Tomašík, Ph.D.

2015 - 2019

2015

ČLÁNEK VE SBORNÍKU

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[1]**Tomašík, Marek**(85); **Strohmandl, Jan**(5); **Čech, Petr**(15). Managerial competency of crisis managers. In *Procedia: Social and Behavioral Sciences*. Philadelphia : Elsevier, 2015, s. 3964-3969. ISSN 1877-0428.

[2]**Hart, Martin**(90); **Tomašík, Marek**(5); **Heinzová, Romana**(5). The Methodology of Demand Forecasting System Creation in an Industrial Company. In *Advanced Logistics and Transport (ICALT)*. Piscataway : Institute of Electrical and Electronics Engineer, Inc., 2015, s. 12-17. ISBN 978-1-4799-8400-8.AE - Řízení, správa a administrativa

[3]**Tomašík, Marek**(70); **Konečný, Jiří**(30). Cíle HRM a důsledky krize v personální práci. In *Znalosti pro tržní praxi 2015: Ženy - podnikatelky v minulosti a současnosti*. Olomouc : Societas Scientiarum Olomoucensis II, 2015, s. 1014-1020. ISBN 978-80-87533-12-3.AE - Řízení, správa a administrativa

[4]**Konečný, Jiří**(70); **Tomašík, Marek**(30). Qualitative Modeling and Knowledge Management. In *Znalosti pro tržní praxi 2015: Ženy - podnikatelky v minulosti a současnosti*. Olomouc : Societas Scientiarum Olomoucensis II, 2015, s. 388-397. ISBN 978-80-87533-12-3.AE - Řízení, správa a administrativa

[5]**Čech, Petr**(50); **Beránek, M.**(40); **Tomašík, Marek**(10). Managerial Competencies in Hotel Industry. In *Proceedings Of The 2015 International Conference On Industrial Technology And Management Science (Itms 2015)*. Amsterdam : Atlantis Press, 2015, s. 483-486. ISSN 2352-538X. ISBN 978-94-6252-123-0.AE - Řízení, správa a administrativa

KAPITOLA V KNIZE

Kapitola v knize

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2017

ČLÁNEK VE SBORNÍKU

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[7]**Tomašík, Marek**(90); **Dokulil, Jiří**(10). Risk travel management and its use in the condition of the Czech republic. In *KNOWLEDGE FOR MARKET USE 2017: PEOPLE IN ECONOMICS – DECISIONS, BEHAVIOR AND NORMATIVE MODELS INTERNATIONAL SCIENTIFIC CONFERENCE PROCEEDINGS*. Olomouc : Univerzita Palackého v Olomouci, 2017, s. 592-599. ISBN 978-80-244-5233-3.

[8]**Čech, Petr**(34); **Chromý, Jan**(33); **Tomašík, Marek**(33). Principles of managerial work in the hotel industry. In *Proceedings of the 30th International Business Information Management Association Conference, IBIMA 2017 - Vision 2020: Sustainable Economic development, Innovation Management, and Global Growth*. Madrid : International Business Information Management Association (IBIMA), 2017, s. 613-622. ISBN 978-0-9860419-9-0.

[9]**Tomašík, Marek**(80); **Tučková, Zuzana**(10); **Hoke, Eva**(10). Business and its risks in the Bata Canal. In *4th International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2017*. Sofia : STEF92 Technology Ltd., 2017, s. 113-120. ISSN 2367-5659. ISBN 978-619-7408-16-4.

2018

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[10]**Tomašík, Marek**(40); **Víchová, Kateřina**(40); **Hoke, Eva**(15); **Davčíková, Šárka**(5). Increasing Managerial and Communication Skills of Crisis Managers of the Joint Rescue System. In *Conference Proceedings of the 5th International Multidisciplinary Scientific Conference on Social Sciences & Arts SGEM 2018, Vol. 5, Science and Humanities Issue 4.1*. Sofia : STEF92 Technology Ltd., 2018, s. 191-198. ISSN 2367-5659. ISBN 978-619-7408-59-1.

[11]**Tomašík, Marek**(65); **Víchová, Kateřina**(20); **Hoke, Eva**(10); **Pfeffer, Erik**(5). Possibilities of Security Measures in Museums in the Czech Republic. In *MATEC Web of Conferences*. Les Ulis : EDP Sciences, 2018, s. 1-5. ISSN 2261-236X.

[12]**Tomašík, Marek**(70); **Pfeffer, Erik**(10); **Víchová, Kateřina**(10); **Kvasnička, Tomáš**(5); **Davčíková, Šárka**(5). The Risk Management and Museums. New Challengers for Museums in the Czech Republic. In *Conference Proceedings of the 5th International Multidisciplinary Scientific Conference on Social Sciences & Arts SGEM 2018, Vol. 5, Science & Arts Issue 6.2*. Sofia : STEF92 Technology Ltd., 2018, s. 125-130. ISSN 2367-5659. ISBN 978-619-7408-61-4.

[13]**Víchová, Kateřina**(85); **Hromada, Martin**(10); **Tomašík, Marek**(5). The Emergency Water Supply in the Czech Republic. In *Conference Proceedings of the 5th International*

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[14]**Tomašík, Marek(15); Hoke, Eva(55); Víchová, Kateřina(30).** Capacity Crisis. In *Conference Proceedings of the 5th International Multidisciplinary Scientific Conference on Social Sciences & Arts SGEM 2018, Vol. 5, Modern Science Issue 1.5.* Sofia : STEF92 Technology Ltd., 2018, s. 125-131. ISSN 2367-5659. ISBN 978-619-7408-65-2.

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[16]**Tomašík, Marek(60); Jaderná, Eva(15); Víchová, Kateřina(15); Habrová, Markéta(10).** NEW TECHNOLOGIES IN THE RETAIL LOGISTICS: SOLUTION OF RISK SITUATIONS. In *CLC 2018: Carpathian Logistics Congress Conference Proceedings.* Ostrava : Tanger Ltd., 2018, s. 718-722. ISBN 978-80-87294-88-8.

[17]**Tomašík, Marek(75); Víchová, Kateřina(15); Černošávková, Eva(10).** Crisis communication in museums. In *MARKETING IDENTITY: DIGITAL MIRRORS, PT II.* Trnava : UNIV SS CYRIL & METHODIUS TRNAVA-UCM TRNAVA, 2018, s. 309-315. ISSN 1339-5726. ISBN 978-80-8105-984-1.

2019

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[18]**Tomašík, Marek(70); Víchová, Kateřina(20); Černošávková, Eva(5); Habrová, Markéta(5).** Introducing green logistics elements into a selected company - case study. In *MATEC Web of Conferences.* Les Ulis : EDP Sciences, 2019, s. 1-6. ISSN 2261236X.

[19]**Chmelíková, Karolína(70); Tomašík, Marek(20); Wagnerová, Daniela(5); Černošávková, Eva(5).** THE APPROACH TO IDENTIFY AND ANALYSE RISKS AND EXTRAORDINARY EVENTS IN MUSEUMS. In *6th SWS International Scientific Conference on Arts and Humanities ISCAH 2019.* Sofia : STEF92 Technology Ltd., 2019, s. 257-264. ISSN 2682-9940. ISBN 978-619-7408-96-6.

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[21]**Jaderná, Eva(50); Mlázovský, Martin(40); Tomašík, Marek(10).** Changes of B2B promotion in the Czech Republic. In *Knowledge on Economics and Management: Profit or Purpose Conference Proceedings.* Olomouc : Univerzita Palackého Olomouc, 2019, s. 50-55. ISBN 978-80-244-5543-3.

[22]**Tomašík, Marek(70); Chmelíková, Karolína(20); Wagnerová, Daniela(5); Černohlávková, Eva(5).** RISK ASSESSMENT AS PART OF MUSEUM MANAGEMENT. In *6th SWS International Scientific Conference on Arts and Humanities ISCAH 2019*. Sofia : STEF92 Technology Ltd., 2019, s. 251-256. ISSN 2682-9940. ISBN 978-619-7408-96-6.

PATENT, UŽITNÝ VZOR, PRŮMYSLOVÝ VZOR

Užitný vzor

[23]**Tomašík, Marek(10); Konečný, Jiří(10); Martínka, Jozef(50); Rantuch, Peter(20); Balog, Karol(10).** Zařízení pro měření nasycení pohlcovače vlhkosti vodou. 2019,